

METHOD AND SYSTEM FOR INFORMATION INSERTION

ABSTRACT OF THE INVENTION

5 A method and a computer program article of manufacture are disclosed for
presenting an informational message to a client. This presentation occurs during a break
of a media stream content. The break in the media content may be initiated by the client.
This action of the client is detected and an appropriate informational message, including
advertising, is inserted into the media stream. An additional method is based on
collecting revenues from advertisers for inserting their messages in the breaks of the
media content stream.